

ABSTRACT

When a memory card MC is inserted into slot, a control circuit of a color printer acquires and analyzes graphics processing control information GC from the memory card MC. A CPU corrects standard values for image quality parameters indicating graphics data qualities, to reflect the graphics processing control information GC. The CPU corrects image quality parameters to bring them into approximation with the corrected standard values, and adjusts image quality of the graphics data to reflect the corrected image quality parameters.